



## MEMBERSHIP/MARKETING COMMITTEE MEETING

3:30 pm

Tuesday, September 15, 2015

O'Hare Hilton

Chicago, IL

### AGENDA

1. Call to Order and Roll Call
2. Approval of the Minutes of March 7, 2015, Meeting
3. Section/Committee Champions - Discuss positions and vacancies
4. Membership/Marketing Committee Reports
  - a. Membership Committee Report
    - Status of Membership - Resignations, Terminations, New Members, Prospective Member List and applications pending
    - Prospective Members List
    - First Time Attendees Summary Flyer - Success?
    - Social Media - LinkedIn
  - b. Marketing Committee Report
    - Advertising - Proposed Budget, monthly, quarterly, and/or yearly. Ad's in Spanish?
    - Membership - Mexico and Central/South America
      - Strategies for attracting companies to CEMA Membership? A 'Proof of Concept' could be provided for our strategy for membership as well, i.e. documents in Spanish, website available in multi-lingual, Ad's, Branding CEMA and Trade Shows
    - Publications - Unit Handling 2nd ed. Book Release, Bucket Elevator 1st ed. Book Release
    - CEMA-Trade Shows, DC Velocity? Shows in Mexico
5. News Release (Review and Approval)
6. Other Business
7. Election of Co-Chair (at March Meeting 2016)- explain position
7. Adjournment

Co-Chairs: Mike Mitchell, Stober Drives & Michael Shea, Baldor  
Vice-Chair: Kimberly MacLaren, CEMA



## MINUTES

### CEMA Membership/Marketing Committee Meeting

Saturday, March 7, 2015

7:30 AM

Naples Grande Beach Resort

1. Co-Chair Mike Mitchell, called the meeting to order.
2. Attendees approved the minutes of the September 16, 2014, Chicago, IL Membership and Marketing Meeting.
3. Section Committee Champions

We asked for more volunteers for the Section Champions that are retiring this year and additional sections that need more champions. (Chain, Bulk/Pulley, Screw, Unit, Controls and Technical) As a reminder the Section Champions responsibilities for vetting prospective members were reviewed.

- A review request will come via e-mail with the subject header, "SECTION CHAMPION NEED ACTION". This will indicate that the champion needs to address a prospective member that is not on our 'vetted list' that is interested in joining CEMA.
- Membership Manager will provide all applicable information about prospective member (s) they are informed about and the champion will provide what they know about this company and if they feel they are a fit in the designated section and meet CEMA's criteria.
- This will assist in expediting an offer to the prospective member to submit an application for membership.

#### 4. The Membership/Marketing Report

- Membership/Prospective Membership - CEMA stands at 132 members as of this meeting, with a total of 9 new members, 6 resignations, and 1 divesture added for 2014 and for 2015, 1 new member and 1 pending application for membership to date. The Prospective Member list and the Top 20 list were discussed, and the general consensus is that we are moving in an upward movement with our 'vetting process' and our new trial 'Trade Show' method of approaching prospective members. A meeting **First Call First Time Attendee Summary Flyer** was developed and launched with the Annual Meeting as a piece of information to assist our First Time Attendees to be more informed about what is offered at each meeting. It is a success and we will continue this for all meetings.
- Trade Shows - Mike Mitchell explained to the committee that he attended the **Pack Expo Trade Show**, and coordinate the exhibitor list with the CEMA List of Prospective Members. CEMA developed a Unit/Bulk Handling flyer to be disbursed as a marketing tool, along with him meeting/greeting them for approximately ten minutes at the show. This assisted this prospective member by either dispelling ideas about what CEMA is, or put us in contact with correct person. This has opened many doors of communication for the prospective members and assisted in bringing in an additional member companies. All were asked to do the same and CEMA would be happy to provide flyers and contacts for prospective members.
- Social Media - M&M Committee has been approved for a budget to maintain a subscription to LinkedIN, commenced on October 9, 2014. Company page is growing, from 213 followers to 582 followers in four months (Oct 9, 2014-Feb 9, 2015)

#### 5. Marketing

- Advertising Budget - The committee discussed the need for an additional budget for advertising with the upcoming release of the Unit Handling second edition and the Bucket Elevator Design Guide Book first edition by the end of the year. The committee will address

the Board of Directors with a request for a budget of \$30,000 to place ad's in trade magazines.

- Membership - The efforts with social media, and newsletter will continue.
6. CEMA Membership Expansion to The Americas, CEMA Bi-lingual Staff Member & Publications
    - Engineer - Naylu Garces, Manager of Engineering, CEMA, has been added to CEMA Staff to assist in further development of our publications, translations, and communications with prospective membership and our expansion into The Americas. At this time she is presently working on translations of #300, #350, and the 7th ed. Belt Book.
    - Expansion - CEMA has expanded its membership to now include Central / South America, where we will now represent The Americas.
  7. News Release - The draft of the Semi-Annual news release was reviewed and approved.
  8. Election of Bulk Co-Chair, 2-year Term
    - Mike Shea, Baldor, was elected unanimously for the Bulk Co-Chair 2-year position, by all that were present. We thanked Paul Ross, Douglas Manufacturing for his 2-year term.
  9. Other Business
    - George Huber, III, brought to everyone's attention that Joe Forte, Portec Interroll, was retiring and that we should thank him for his dedication to the membership/marketing committee.
  10. The meeting was adjourned at 8:50 am.

Next Meeting scheduled for September 15, 2015, *The O'Hare Hilton, Chicago, IL*

Submitted by:

Co-Chair, Mike Mitchell

Co-Chair, Paul Ross

Vice Chair, Kimberly MacLaren

Attachments :

CEMA Semi-Annual Press Release-March 2015

Meeting Attendee List

Membership Report

Minutes-Fall 2014

March 17, 2015

Membership & Marketing

Mike Mitchell	STABER Drives
Paul Reed	Douglas Mfg.
Kimberly Malaren	CEMA
Jeff Carlisle	Douglas Mfg.
Garry Abraham	Screw Conveyor Corporation
MIKE STEGMANN	BOSTON GEAR
Tim CATHOUN	SYNTRON MATERIAL HANDLING
BILL MECKE	KWS MFG
Tom Young	Tinken Drives LLC
Randy Dicharoon	Rexnord
Jeff Henning	Rexnord
JOE ELMES	MASABA
George Kibe	Industrial Kinetics, Inc
DAVE ZALESKI	DEMATIC
Andy Fetter	Webster Ind
Bill Pugh	Ralphs - Pugh
MIKE WISENBAUM	CARLISLE
Bill CASEY	RETIRED - PAST PRESIDENT
Nayla Garcés	CEMA
Mike Carr	SST Conveyor Components
Mike Shea	Baldor Electric
Dean Bogner	Webster Ind.
Joe Forte	Portec/Interroll
Tom G'Brien	Ralphs Pugh Co.
Judd Roseberry	Richwood
PAUL MARTIN	Sumitomo



## MEMBERSHIP REPORT

For the Period of September 15, 2014 through March 6, 2015

### New Members

#### *Manufacturing*

- (M) 4B Components, Ltd. (October 14, 2014)
- (M) Arrowhead Conveyor Corporation (February 10, 2015)

### Resignations

- (T) DEM Solutions (September 9, 2014)/Mbr-September 10, 2012
- (M) Woodsage (December 31, 2014)/Mbr-February 15, 2013
- (M) CinchSeal (February 18, 2015)/Mbr-January 16, 2008

### Pending Applications & Approvals

- (T) Engineered Conveyor Systems

### Membership Totals

9/15/2014

133

**TOTAL MEMBER COMPANIES**  
**(+2 New Members + -3 Members)**

**112 – Manufacturing / 20 – Technical**

3/06/2015

132



## Conveyor Equipment Manufacturers Association (CEMA) Semi-Annual Press Release

March 11, 2015

NAPLES, FLORIDA – The Conveyor Equipment Manufacturers Association (CEMA) reports that 2014 shipments in North America were up 9.1%. CEMA estimates that shipments totaled \$11.063 billion for 2014, a record level and an increase of \$926 million from 2013 shipments of \$10.137 billion.

CEMA estimates that new orders totaled \$10.908 billion in 2014. New orders in 2014 were \$1.055 billion more than 2013, representing an increase of 10.7%.

Unit Handling orders were up 13.8% and shipments were up 15.3%. In the Bulk Conveying area, orders were up 1.0% and shipments were down 5.0%.

CEMA President, Jerry Heathman, announced the results at the Association's 82<sup>nd</sup> annual meeting in Naples, Florida earlier this month.

CEMA tracks new orders and shipped sales volume in nine classes of unit handling equipment and four classes of bulk handling equipment.

The executives representing CEMA member companies who attended the annual meeting expressed continued optimism for 2015 and forecasted a 7% increase in shipments.

Founded in 1933, CEMA is the trade association of leading North American conveyor equipment manufacturers and engineering firms.

CEMA also makes available to member and nonmember companies, safety labels for all types of conveyor equipment as well as useful technical information and manuals. For example, CEMA has available for purchase, *Belt Conveyors for Bulk Materials 7<sup>th</sup> Edition* - "The Belt Book" and the *CEMA Application Guide for Unit Handling Conveyors* – "The Unit Book". These books are authoritative technical manuals for conveyor design worldwide. For further information on CEMA, "The Voice of the Conveyor Industry of the Americas" or its member companies, or to order safety labels or CEMA publications, visit our web site at <http://www.cemanet.org>.

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## MINUTES

### CEMA Membership/Marketing Committee Meeting

Tuesday, September 16, 2014

3:30 p.m.

O'Hare Hilton, Chicago, IL

#### 1. Call to Order / Roll Call:

Co-Chair Paul Ross, called the meeting to order at 3:30 p.m. on September 16, 2014. See attached Roll Call for attendance.

#### 2. Approval of the Minutes for the March 16, 2014, Membership/Marketing Meeting:

The attendees approved the minutes of the Committee Meeting of March 16, 2014.

**3. Section/Committee Champions:** A discussion was led by Paul Ross and Mike Mitchell on the positions, responsibilities of each champion and vacancies that needed to be filled for each section and/or committee. The following have been added to the champion list to assist in the vetting process of prospective members:

- **Chain:** Dean Bogner, Webster; Bob Callahan, Hitachi; Glenn Spungen, PEER Chain
- **Bulk:** Paul Ross, Douglas; Pete Radding, Veyance; Mike Stegman, Boston Gear; Steve Brisco, Sandvik
- **Unit:** George Huber, III, IKI; Mike Stegman, Boston Gear; Doug Sandberg, Frantz; Dave Zaleski, Dematic; Merle Davis, Wynright; Ken Woods, Talos
- **Screw/Bucket Elevator:** Garry Abraham, SCC; Bill Mecke, KWS Manufacturing; Buzz Grant, Thomas Conveyor
- **Idler/Pulley:** Paul Ross, Douglas; Jim Calhoun, Syntron
- **Conveyor Controls:** Rob Gruendal, Dematic; Merle Davis, Wynright
- **Technical:** Frank Loeffler, Loeffler Eng

**4. Membership/Marketing Committee Report:** Kimberly MacLaren provided a summary report of membership changes since March 2014 meeting. *See attached report.*

Membership Committee decided to revise their strategy for the Prospective Member list and have drilled down to the 'Top 20' prospective members that they will specifically target.

- Membership Committee Report - Committee revised the 'Prospective Membership List' from 189 companies down to 49 companies and revised their strategy to target the top 20 on the list. After a lengthy conversation with the group it was agreed that the strategy needed to be targeted towards the 'Engineering Staff' of each company and then work upwards towards the decision makers. Methods to drive interest continue to be; offers to attend Engineering Conference, 1-page CEMA Branding flyers (i.e. did YOU know?), connecting through social media, and providing flyers for any of the tradeshow that Members are attending.

Additionally, a 'First Timer's Meeting Summary Flyer' (see attachment) was developed to be more informative for the 'first time' experience for members that have not previously attended a CEMA Meeting. This format was presented to the Board and met with approval to be provided at initial 'First Call' for registration and in each registrants package at the time of the meeting. Flyer will be paired with each applicable meeting's information, i.e. Annual Meeting, Engineering Conference, Fall Meeting.

- Marketing Committee Report – Discussion was led on the Marketing direction for Membership, Unit Handling Book (2nd ed.), Belt Book and CEMA Branding.
  - **Advertising** – Discussion was led on effectiveness of advertising monthly, quarterly, and/or yearly to advertise CEMA Membership, Publications and Branding of CEMA. Committee felt that a commitment of at least one (1) year should be considered, however; there is not a marketing budget. This needs to be discussed with the Board.
  - **Trade Shows & Social Media** - A discussion was led on whether CEMA should continue to solely depend on their members only to drive prospective members, the reach can be wider at Trade Shows and paid social media memberships. The costs of having a booth and/or collaborating with members and/or trade magazines was an option as well that was decided by committee not to move forward with advertising or tradeshow at this time.
  - At the end of the meeting, the Co-Chairs, Vice Chair and a Past President, decided to request funds from the board to allow us to enhance our digital marketing (linkedIN, etc.). Co-Chair, Paul Ross would proposed a budget of \$2,000 - \$5,000 for the Marketing Committee with the Board of Directors at the Tuesday, September 17, 2014, meeting.

**6. News Release:** Paul Ross, Douglas Manufacturing, read a copy of the proposed quarterly news release and asked for comments. No comments. It was approved for release.

**7. Other Business: 2nd ed. Unit Handling Book Marketing** - The committee asked Chris Maines, Intelligrated, Chair of the Unit Handling Book Committee, to attend our meeting to discuss the changes in the book and provide some insight on marketing this publication. CEMA will be providing the following to market the publication:

- Distribution to all previous purchasers of the 1st ed. Unit Handling book in CEMA database,
- Pre-Sale Flyer, to include: Company Logo on cover and a Black/White Ad insert, and shipping/handling costs included for book orders of quantities of 25 or more. This will be offered at a reduced cost for Members Only before publication is released in 2015.
- Possible Ad's in or with Trade/Online Magazines and/or Global Spec, MHIA, MHEDA, etc., i.e. DC Velocity, Powder and Bulk, Material Handling & Logistics

**8. Adjourn** – The Committee adjourned at 5:15 p.m.

Next Meeting scheduled for March 6, 2015, Naples Grande Resort & Club.

Submitted by:

Paul Ross, Co-Chair  
 Mike Mitchell, Co-Chair  
 Kimberly MacLaren, Vice Chair

Attachment 1 – CEMA Semi-Annual Press Release March 2014

Attachment 2 – Meeting Attendee List

Attachment 3 – Membership Report

Attachment 4 – First Timers Proposed Flyer



# CEMA 2015 ANNUAL MEETING



## Membership/Marketing

Key: (M)-Manufacturing / (T)-Technical

### NEW CEMA MEMBERS

2014

**January - 2014 / December - 2014**

- (M) Anderson-Crane Company (February 3, 2014)
- (M) OTI Rodillos (February 12, 2014)
- (M) Titan Industries, Inc. (April 21, 2014)
- (M) R.A.S. Industries Ltd. (April 25, 2014)
- (M) Talos Engineered Products, LLC (May 19, 2014)
- (M) Shaw Almex (June 25, 2014)
- (M) Bison Gear & Engineering Corp. (July 7, 2014)
- (M) 4B Components, Ltd. (October 14, 2014)

### RESIGNATIONS/TERMINATIONS (R/T)

2014

**January - 2014 / December - 2014**

- (T) Matrix PDM Engineering Inc. (April 1, 2014)/Mbr-April 23, 2012-R
- (M) Schaefer Systems (May 6, 2014)/Mbr-October 17, 2011-R
- (M) Cadorath Uniflyte (June 30, 2014)/Mbr-January 28, 2013-R
- (T) DEM Solutions (September 9, 2014)/Mbr-September 10, 2012-R
- (M) Woodsage (December 31, 2014)/Mbr-February 15, 2013-R

### DIVESTURES/ACQUISITIONS/MERGERS

2014

**January - 2014 / December - 2014**

- (M) FMC Technologies, Inc (Tupelo location) to Syntron Material Handling LLC/May 1, 2014

*\*Note: FMC Technologies, Chalfont will remain as FMC Technologies, Inc.*

### NEW CEMA MEMBERS

2015

**January - 2015 / December - 2015**

- (M) Arrowhead Conveyor Corporation (February 10, 2015)
- (T) Engineered Conveyor Systems (March 23, 2015)
- (M) Universal Industries, Inc. (April 6, 2015)
- (T) Applied Conveyor Technologies, Inc. (April 17, 2015)
- (M) Ringspann Corporation (June 1, 2015)
- (M) SST Conveyor Components, Inc. (June 10, 2015)
- (M) Bunting Magnetics Co. (August 14, 2015)

### RESIGNATIONS/TERMINATIONS (R/T)

2015

**January - 2014 / December - 2014**

- (M) CinchSeal (February 18, 2015)/Mbr-January 16, 2008-R
- (M) Horne Conveyance Safety Ltd. (March 31, 2015)/Mbr-July 2, 2012-R
- (T) Foster Wheeler USA Corporation (May 11, 2015)/Mbr-March 14, 2012-R
- (M) Gates Corporation (June 30, 2015)/Mbr-October 12, 2010-R

**Mfging - 114**

- Domestic - 102
- Canada - 9
- Mexico - 3

**Technical - 21**

- Domestic - 17
- Canada - 3
- Mexico - 1

**As of 8/31/2015- 135 Members**

8/31/2015



# Conveyor Equipment Manufacturers Association

## MEMBERSHIP REPORT

For the Period of March 6, 2015 through September 15, 2015

### New Members

#### *Manufacturing*

- (T) Engineered Conveyor Systems (March 23, 2015)
- (M) Universal Industries, Inc. (April 6, 2015)
- (T) Applied Conveyor Technologies, Inc. (April 17, 2015)
- (M) Ringspann Corporation (June 1, 2015)
- (M) SST Conveyor Components, Inc. (June 10, 2015)
- (M) Bunting Magnetics Co. (August 14, 2015)

### Resignations

#### *Manufacturing*

- (M) Horne Conveyance Safety Ltd. (3/31/2015) - Mbr's -July2, 2012
- (T) Foster Wheeler USA Corp. (5/11/2015) - Mbr's-March 14, 2012
- (M) Gates Corporation (6/30/2014) - Mbr's -October 12, 2010

### Membership Totals

3/06/2015

132

**TOTAL MEMBER COMPANIES  
(+6 New Members + -3 Members)**

**114– Manufacturing / 21– Technical**

9/15/2015

135

9/15/2014



# Conveyor Equipment Manufacturers Association

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## MEMO

**To:** Membership/Marketing Committee Members  
**From:** Co-Chairs: Mike Mitchell, Stober Drives & Michael Shea, Baldor  
**Date:** August 31, 2015  
**Re:** Marketing Advertising Budget Request-Update

At CEMA's March 7, 2015, Membership & Marketing Meeting, it was decided that the Co-Chairs would discuss the need to budget for advertising the upcoming releases of CEMA's publications for 2016 with the CEMA Board. Due to low sales for the first edition of the Unit Handling book, a goal to increase membership in the U.S., Canada, Mexico, Central and South America markets, additional publications release, safety labels and branding of CEMA, the committee felt it necessary to initiate an advertising plan for 2016. The committee agreed that the Membership/Marketing representatives should make a request for a budget of \$30,000 as a start.

The request was initiated with the Board and it was decided that the Membership/Marketing Co-Chairs and Vice Chair needed to provide further detail and present a formal budget request at the CEMA 2015 Fall Board Meeting. The Vice Chair (per the Co-Chairs) requested assistance from the Unit Handling Chairs to solicit information from members at the Engineering Conference in regards to the most popular trade magazines that should be considered, surveyed other resources and reviewed circulation details. After careful consideration, the choices were narrowed down to Modern Material Handling-Product News and Plant Engineering. The following Marketing Budget Plan was devised:

Proposed Strategy: Utilizing consistent CEMA branding media to drive sales of our publications. In parallel we will expand the CEMA objective to be the Voice of the Conveyor Industry of the Americas.

### Proposed Goals:

Each published article will:

1. Develop interest and intrigue for the CEMA Organization
2. Click or reference to the CEMA website
3. Increase sales of publications – measurable for ROI to be developed in September

### Anticipated Costs:

• Modern Material Handling-Product News	\$12,000 (Ads place quarterly)
• Plant Engineering	\$24,970 (Ads place quarterly)
• Layout and development	\$ 5,030
• Budget factor	<u>\$ 3,000</u>
	\$45,000

### Timeline:

- January - December 2016 - Place Ads with the leading Unit/Bulk Handling trade magazines
- 1st quarter - Announcement of 'CEMA Application Guide for Unit Handling Conveyors, 2nd edition' release.

- 2nd quarter - Announcement of 'CEMA Bucket Elevator, *Best Practices in Design*' 1st edition release.
- 3rd/4th quarter - Announcement of releases of new publications, additional publications, membership, and branding of CEMA.

Magazines:

- Plant Engineering
- Modern Material Handling-Product News

The Co-Chairs wish to discuss the above budget proposal and details including deliverables/ROI with the Membership/Marketing Committee during the September 15, 2015 Fall Meeting. Should the Committee recommend that the proposal or a variation of the proposal be pursued, the budget proposal will be presented to the Board on September 16, 2015 for inclusion in the 2016 budget.